

**REPORT OF LOBBYING FIRM**  
**(Government Code Section 86114)**

**FORM 625**  
**1990**

REPORT COVERS PERIOD FROM 01/01/2010 THROUGH 03/31/2010

CUMULATIVE PERIOD BEGINNING 01/01/2009

**TYPE OR PRINT IN INK**

**FOR OFFICIAL USE ONLY**

**A**

**B**

For information required to be provided to you pursuant to the Information Practices Act of 1977, see Information Manual on Lobbying Disclosure Provisions of the Political Reform Act.

NAME OF LOBBYING FIRM:

MCR PUBLIC AFFAIRS AND ADVOCACY

BUSINESS ADDRESS: (Number and Street)

(City)

(State)

(Zip Code)

TELEPHONE NUMBER:

SACRAMEN -  
TO

CA

95833

MAILING ADDRESS: (If different than above)

**PART I** - (Read the instructions on the reverse before completing this section. Then, check one of the boxes below and complete Part I.)

- ☒ PARTNERS, OWNERS, OFFICERS, OR EMPLOYEES WHOSE "LOBBYIST REPORTS" (FORM 615) ARE ATTACHED TO THIS REPORT OR
- ☒ PARTNERS, OWNERS, OFFICERS, OR EMPLOYEES WHO ENGAGED IN DIRECT COMMUNICATION ON AT LEAST FIVE SEPARATE OCCASIONS DURING THE PERIOD

Owner

MICHAEL ROSS

☐ If more space is needed, check box and attach continuation sheets.

**SUMMARY OF PAYMENTS THIS PERIOD**

A. GRAND TOTAL PAYMENTS RECEIVED: \$ 0.00  
(From Subtotals in Part II)

B. TOTAL ACTIVITY EXPENSES: \$ 0.00  
(From Part III, Section A, 3)

C. TOTAL PAYMENTS TO OTHER LOBBYING FIRMS: \$ 0.00  
(From Part III, Section B)

D. GRAND TOTAL PAYMENTS MADE: \$ 0.00  
(B + C, above)

E. CAMPAIGN CONTRIBUTIONS MADE:

☒ None This Period ☐ Part IV Completed and Attached

F. IS THE FIRM A MEMBER OF A LOBBYING COALITION ?

☐ No ☐ Yes (Complete and attach Form 630)

**VERIFICATION**

**I have used all reasonable diligence in preparing this Report. I have reviewed the Report and to the best of my knowledge the information contained herein and in the attached schedules is true and complete.**

**I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.**

Executed on (Date)

At (City and State)

By (Signature of Responsible Officer)

04/28/2010

Sacramento

Michael Ross

Name of Responsible Officer (Type or Print)

Title

Michael Ross

Owner/Advocate

PERIOD COVERED: 01/01/2010 03/31/2010

NAME OF LOBBYING FIRM: MCR PUBLIC AFFAIRS AND ADVOCACY

<b>PART II - PAYMENTS RECEIVED IN CONNECTION WITH LOBBYING ACTIVITY</b> (Amounts may be rounded off to whole dollars. See Instructions on reverse.)				
Employer's Name, Address and Telephone Number California Cactus Assn.  sacramento ca 95833				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.)  no advances or payments				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00 no advances or payments	\$ 0.00	\$ 0.00
Employer's Name, Address and Telephone Number California Home and Garden Hobbyists  sacramento ca 95833				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.)  no advances or payments				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00 no advances or payments	\$ 0.00	\$ 0.00
Employer's Name, Address and Telephone Number California Jewish Chamber of Commerce  sacramento ca 95833				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.)  no advances or payments				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00 no advances or payments	\$ 0.00	\$ 0.00
<b>SUBTOTAL</b>			\$ 0.00	

☒ If more space is needed, check box and attach continuation sheets



PERIOD COVERED: 01/01/2010 03/31/2010NAME OF LOBBYING FIRM: MCR PUBLIC AFFAIRS AND ADVOCACY**PART III - PAYMENTS MADE** (Continued)

## SECTION B: PAYMENTS MADE TO OTHER LOBBYING FIRMS

Name, Address and Telephone Number of Firm Contracted With	Name of Employer or Client for Whom Subcontractor was Retained to Lobby	Amount This Period	Cumulative Total to Date
		\$	\$
<input type="checkbox"/> If more space is needed, check box and attach continuation sheets.		<b>TOTAL PAYMENTS</b> (Include all subtotals from continuation sheets)	\$ 0.00

**PART IV - CAMPAIGN CONTRIBUTIONS MADE** (Monetary and non-monetary campaign contributions of \$100 or more made to or on behalf of state candidates, elected state officers and any of their controlled committees, or committees supporting such candidates or officers must be reported in A or B below.)

- A. If the contributions made by you during the period covered by this report, or by a committee you sponsor, are contained in a campaign disclosure statement which is on file with the Secretary of State, report the name of the committee and its identification number, if any, below.

Name of Major Donor or Recipient Committee Which Has Filed A  
Campaign Disclosure Statement: \_\_\_\_\_

Identification Number if  
Recipient Committee: \_\_\_\_\_

- B. Contributions of \$100 or more which have not been reported on a campaign disclosure statement, including contributions made by an organization's sponsored committee, must be itemized below.

Date	Name of Recipient	I.D. Number if Committee	Amount
			\$

☐ If more space is needed, check box and attach continuation sheets.

**NOTE: Disclosure in this report does not relieve a filer of any obligation to file the campaign disclosure statements required by Gov. Code Section 84200, et seq.**

PERIOD COVERED: 01/01/2010 03/31/2010

NAME OF LOBBYING FIRM: MCR PUBLIC AFFAIRS AND ADVOCACY

PART II - PAYMENTS RECEIVED IN CONNECTION WITH LOBBYING ACTIVITY (Amounts may be rounded off to whole dollars. See Instructions on reverse.)				
Employer's Name, Address and Telephone Number Creative Card Congress  sacramento ca 95833				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) no advances or payments				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00 no advances or payments	\$ 0.00	\$ 0.00
Employer's Name, Address and Telephone Number California Substitute Teachers  sacramento ca 95833				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) no advances or payments				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00 no advances or payments	\$ 0.00	\$ 0.00
Employer's Name, Address and Telephone Number California Websmaters Association  sacramento ca 95833				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) no advances or payments				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00 no advances or payments	\$ 0.00	\$ 0.00
PAGE SUBTOTAL			\$ 0.00	

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NAME OF LOBBYING FIRM: MCR PUBLIC AFFAIRS AND ADVOCACY

PART II - PAYMENTS RECEIVED IN CONNECTION WITH LOBBYING ACTIVITY (Amounts may be rounded off to whole dollars. See Instructions on reverse.)				
Employer's Name, Address and Telephone Number Natomas Good Government PAC  sacramento ca 95833				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) no advances or payments				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00 no advances or payments	\$ 0.00	\$ 0.00
Employer's Name, Address and Telephone Number Cannabis Pharmaceutical Coalition  sacramento ca 95833				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) no advances or payments				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00 no advances or payments	\$ 0.00	\$ 0.00
Employer's Name, Address and Telephone Number Franchise of Americans Needing Sports (FANS)  sacramento ca 95833				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) no advances or payments				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00 no advances or payments	\$ 0.00	\$ 0.00
PAGE SUBTOTAL			\$ 0.00	

PERIOD COVERED: 01/01/2010 03/31/2010

NAME OF LOBBYING FIRM: MCR PUBLIC AFFAIRS AND ADVOCACY

**PART II - PAYMENTS RECEIVED IN CONNECTION WITH LOBBYING ACTIVITY** (Amounts may be rounded off to whole dollars.)

See Instructions on reverse.)

Employer's Name, Address and Telephone Number

California Alliance For Consumer Protection

sacramento ca 95833

Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.)

no advances or payments

Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00 no advances or payments	\$ 0.00	\$ 0.00

PAGE SUBTOTAL \$ 0.00

# TEXT ANNOTATION

## PAGE 2

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**Schedule** F625P2  
no advances or payments

**Reference No:** 2

## PAGE 2

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**Schedule** F625P2  
no advances or payments

**Reference No:** 3

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**Schedule** F625P2  
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## TEXT ANNOTATION

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**Schedule** F625P2  
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**Schedule** F625P2  
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**Schedule** F625P2  
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## TEXT ANNOTATION

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**Schedule** F625P2  
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**Schedule** F625P2  
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**Reference No:** 9

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**Schedule** F625P2  
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**Reference No:** 10

## TEXT ANNOTATION

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**Schedule** F625P2  
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**Reference No:** 11